

**Corona del Mar Business Improvement District
Board Draft Meeting Minutes**

**October 22, 2015
City of Newport Beach City Hall
Corona del Mar Conference Room, 1st Floor, Bay E
100 Civic Center Drive, Newport Beach, CA**

I. Call to Order

Chairman Svalstad called the meeting to order at 7:36 a.m.

II. Roll Call

Chairman Svalstad called the roll, and everyone in the room introduced themselves.

Board Members Present:

Chairman Svalstad, Treasurer Dawson, Secretary Prause; Director Walker; Director LeFleur.

City Representatives:

Mayor Edward Selich, Council Member Scott Peotter, Management Analyst Mary Locey

BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services (Corona del Mar Chamber of Commerce)

Guests:

Michelle Peschel, Josette Patterson, Jim Mosher, and Amy Senk

III. Public Comments on Agenda Items

Jim Mosher noted that there is an opening on the City Finance Committee that may be of interest to BID Board Members. In addition, he noted that the BID Board might have an interest in the City Council approval of a new contract for cleaning sidewalks in business areas and excluded the Corona del Mar business district. He wondered about the equity of this since the BID Board spends its own money to subsidize the cleaning in the Corona del Mar business area.

Josette Patterson proposed hosting one night a month in the Corona del Mar business district to try to promote the businesses to local residents. She proposed that the businesses and restaurants could stay open late and provide promotional offers to customers/residents. It was noted that Laguna Beach does an art walk every Thursday night. Director Walker stated he would meet with Ms. Patterson after the meeting to discuss in further detail. Ms. Leonhard recommended including this proposal in the survey to local businesses.

IV. Current Business

a. Approval of Minutes

MOTION: Director Walker made a motion to approve the September 24, 2015 Board Minutes. Treasurer Dawson seconded the motion.

The motion carried by the following roll call vote:
Ayes: Svalstad, Dawson, Walker, LeFleur, Prause

- b. **City Council Report:** Mayor Selich reported that the News Rack Ordinance is ready for approval and will be placed on the next agenda where the City Attorney will come to discuss it. In addition, he noted that Visit Newport Beach had their annual dinner on October 21, 2015, and a hospitality industry expert gave a speech worth watching. It had pertinent information on economic trends with applicability toward the general business community. Council Member Peotter did not a report.
- c. **Parking Management Plan (Walker/Laidlaw):** Director Walker reported that he was attempting to schedule a meeting with a couple of City Council Members prior to bringing the plan back to the BID Board.
- d. **Marguerite & PCH Project (Svalstad):** The BID Board reviewed and approved the proposal from Rabben/Herman Design Office for the proposed design of the beautification project at Marguerite and Coast Highway. Ms. Locey estimated it should take one week for the City attorneys to approve the contract and Rabben/Herman quoted two weeks to complete the design.

MOTION: Director Walker made a motion to approve the proposal from Rabben/Herman Design Office for \$2,200 to design the beautification project at Marguerite and East Coast Highway. Director LeFleur seconded the motion.

The motion carried by the following roll call vote:
Ayes: Svalstad, Dawson, Walker, LeFleur, Prause

- e. **Tree Well Maintenance (Laidlaw):** Ms. Locey stated that a sprinkler head was replaced by Pinnacle Landscape Company (Pinnacle) yesterday. When the City called Pinnacle for the replacement, it was noted that the only plant thriving in the tree wells is the Stipa grass. Vice Chairman Laidlaw is currently out of the country. Further updates will be provided at the next meeting.
- f. **Financial Report:** Ms. Locey reported that the City's \$20,000 funding will be reflected in next month's financial report. The BID Board agreed to research and place on the agenda for the next meeting the ability to make BID assessment by credit card. Finally, it was noted that there are several large corporations that still have not paid their annual assessment. A plan should be made to collect from these large corporations.

MOTION: Secretary Prause made a motion to receive and file the financial report. Director Walker seconded the motion.

The motion carried by the following roll call vote:
Ayes: Svalstad, Dawson, Walker, LeFleur, Prause

- g. **Administration and Marketing Report (Leonhard)**

1. Website Status Update. Ms. Leonhard reported that one website proposal went to the City and another proposal will be going out today.
2. Member Survey. The member survey will be going out this month.
3. Beautification Award. Ms. Leonhard requested nominations for the next award recipient and reported that Heron Haberdashery has made some improvements to the building that Villa Realty owns. BID members can also email Linda additional recommendations.
4. Holiday Ad Campaign. Ms. Leonhard reported that the holiday ad campaign is going well and businesses are showing interest in the discounted ads. The ads are scheduled to run mid-November through Christmas.

h. CdM Chamber Report (Leonhard)

Ms. Leonhard reported that Christmas Walk is well into the planning stages. There is advertising space available in the event program that will be distributed to 3,000 recipients. Christmas Walk is also looking for volunteers. The BID booth will need volunteers as well. Materials for the BID exhibit booth will include informational brochures, posters of the Gateway Project and 2015 Member Surveys.

It was requested that the BID be notified when the City's traffic light construction in the district is scheduled in order to help advise the businesses and community. Ms. Leonhard passed out the Chamber of Commerce calendar of events. She noted that there was a ribbon cutting this evening with the Mayor and City Council at Amir Rug Gallery; that Avila's El Ranchito will be having the next Chamber Mixer; and that nominations close at the end of the month for the Chamber of Commerce Board of Directors.

V. Corona del Mar BID Announcements or Matters which Members Would Like Placed on a Future Agenda for Discussion or Action or Report (Non-Discussion Items)

None.

VI. Public Comments on Non-Agenda Items

Mr. Mosher pointed out that the News Rack Ordinance was set for review soon, prior to the next BID Board meeting, at an upcoming Public Works meeting.

VII. Next Meeting

The next BID meeting is scheduled for December 3, 2015.

VIII. Adjournment

MOTION: Director Walker made a motion to adjourn the meeting. Treasurer Dawson seconded the Motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Laidlaw, Walker, Lim, LeFleur, Prause

The meeting adjourned at 8:20 a.m.